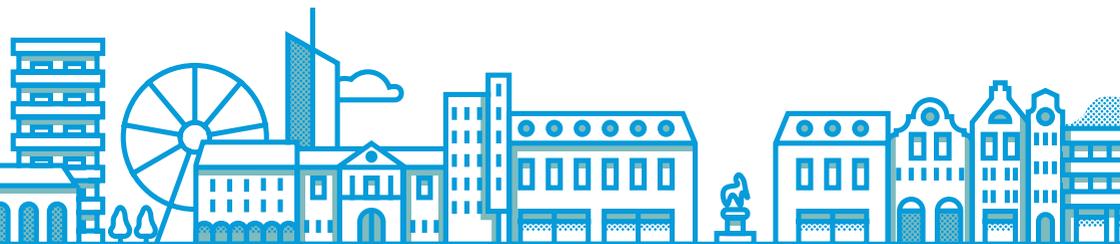




EU CITIES FOR FAIR AND  
ETHICAL TRADE AWARD



Application form  
with explanations



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# Application form: Questions & guidelines

**Area:** Execute summary

**Guiding question:** Descriptive Summary

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**Type of information to provide in an answer:**

**An overall story:** Summarise the application in one short statement of why the city deserves to be the winner of this award (maximum of 300 words). This summary can be used to present the project on the Award website and for other purposes.

**Evidence and/or references (Examples of supporting material):**

The summary can include information about the city's innovative approach, the main reasons to consider the applicant city 'fair and ethical', and any specific highlights worth mentioning that would support the pitch for the city being declared a "Cities for Fair and Ethical Trade Award" winner.

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**Area:** Context criteria

**Guiding question:** Descriptive City Overview

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**Type of information to provide in an answer:**

• **Basic Characteristics:**

- Size of the city and key demographic indicators (population)
- Economic structure: agriculture, industry, services, employment, presence of micro and SMEs (number, ratio, etc.)
- Trade structure (types of products and services, trading partners, trade relative to total product, etc.)
- Description of relevant infrastructure (e.g. port facilities, train network, etc.)

- Brief context about the region and country, including a general assessment of the city's connectedness (e.g. to extra-EU country markets)
- Membership to city networks (including Fair Trade Towns), winner of any previous city awards
- Relevant national or regional policies or frameworks on sustainable development (including SDGs/Agenda 2030) or specifically sustainable (fair and ethical) trade that can influence on the city's actions
- Additional information on what the city is known for or any particular aspect that makes the city unique.

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## SECTION 1

### Areas that the city may influence

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**Area:** Leadership, Vision, Strategy

**Q1/ Guiding question:** What is the vision behind the city becoming a City for Fair and Ethical Trade? Why should the city be recognised as such?

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**Type of information to provide in an answer:**

**This question should be answered as openly as possible.**

The response would highlight the relevance of fair and ethical trade in the overall city approach toward sustainable development, recognising the global role played by the city in international trade. It could describe the current situation and future strategies, aspirations of the city in terms of highlighting the importance of fair and ethical trade, as well as the relevant audience. This could include:

- Statement of vision, long-term objectives to become (or strengthen your city's position as) a supporter of 'fair and ethical trade'. If applicable, evolution in time of these vision and/or objectives, including when the city started to support – in any way – fair and ethical trade.

- Rationale on what the city would like to achieve by raising the profile of fair and ethical trade among its inhabitants/EU consumers.
- Linkages of the city's strategy to other global initiatives in sustainable development (SDGs, Agenda 2030, etc.)
- Information on specific economic sectors, regions, actors in which the fair and ethical trade is particularly considered or promoted (e.g. electronics, construction materials, small businesses, West-End, etc.).

**Evidence and/or references (Examples of supporting material):**

- Documentation (official policies) or other types of formulation
  - Article(s) from the constitution or Administrative Code
  - Press releases, online media, printed material, etc.
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**Area: Enabling environment**

**Q2/ Guiding question:** Which systems does the city have in place to promote awareness of fair and ethical trade? Does the city take any action to create an enabling environment in the city for other initiatives to emerge and thrive?

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**Type of information to provide in an answer:**

Description of initiatives related to promoting Fair and Ethical Trade by creating an enabling environment for and increasing awareness of fair and ethical trade in the city:

- Building knowledge and awareness of fair and ethical trade among consumers, companies, government, etc.
- Considering sustainability issues in trade relations, increasing opportunities for small producers in third countries.

Description of systems in place that promote an increased participation of fair and ethical trade in overall trade, for example:

- City government endorsements, statements supporting fair and ethical trade
- Meeting spaces, forums available for related organizations
- Cultural, informative, trade events

**Evidence and/or references (Examples of supporting material):**

- Documentation (official policies) or other types of formulation
- Local decrees, list of beneficiaries in specific initiatives
- Brochures, other printed documentation, videos, online media

**Area:** Specific initiatives, instruments or projects

**Q3/ Guiding question:** Apart from creation of the enabling environment for multi-stakeholder initiatives, does the city implement any specific projects, instruments and initiatives in the area of fair and ethical trade? Do any of these extend to the supplying communities?

**Type of information to provide in an answer:**

- Policy and actions that promote the use of products and services that explicitly focus on fair and ethical trade.
- **Public Sector** policies and actions could include:
  - Appropriate guidelines on how to implement sustainable public procurement are available for contracting authorities at the city level.
  - Public procurement policies and procedures can include the compliance with voluntary standards and/or specific criteria promoting social, environmental and economic considerations.
  - Written policy of evaluating supplier organizations based on their social and environmental performance and a system to monitor compliance with this policy.

- Percentage of the budget allocated to sustainable procurement.
- Equitable terms and conditions exist with suppliers, especially with SMEs, cooperatives in developing countries.
- Twin-city or other international initiatives with developing countries or economies in transition promoting understanding, collaboration and capacity building.

**Private sector** policies and actions could include:

- Sustainably sourced products linked to benefits to producers in developing countries.
- Public procurement policies and procedures can include the compliance with voluntary standards and/or specific criteria promoting social, environmental and economic considerations.
- Company programmes to support SMEs from third countries to increase their participation in fair and ethical trade

**Evidence and/or references (Examples of supporting material):**

- Documentation (official policies) or other types of formulation
- Company profiles, company surveys
- Local decrees, list of beneficiaries in specific initiatives
- Brochures, other printed documentation, videos, online media

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## SECTION 2

# Multi-stakeholder activities and initiatives coming from within the city's ecosystem

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**Area:** Specific initiatives and instruments

**Q4/ Guiding question:** How could the general environment concerning fair and ethical trade in the city be described?

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**Type of information to provide in an answer:**

General environment concerning fair and ethical trade specific to the city outside of local government and corporate efforts.

- Civil organisations, grass roots movements and other initiatives active in the city focusing on promotion of fair and ethical trade
- Participation in municipal or cross-sector networks that promote good practices in public/private initiatives that support fair/ethical/sustainable trade
- Other ecosystem organizations/institutions actions related to fair and ethical trade.

**Evidence and/or references (Examples of supporting material):**

- Network related documentation
- Surveys

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**SECTION 3****Observable effects of the city's strategy, initiatives and activities**

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**Q5/ Guiding question:** What can be considered, thus far, to be key observable effects derived from fair and ethical trade?

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**Type of information to provide in an answer:**

Short and long term effects that can be observed/measured and that can be linked in some way to the promotion of fair and ethical trading considerations in trade with third countries, for example:

- Consumer opportunities to buy products that are sustainable
- Enterprises that have opportunities to build relationships with suppliers based on fair and ethical principles and practices.

- Suppliers and communities in supplying countries have opportunities to increase their participation in fair and ethical trade.
- Other benefits (including unintended effects) for the city that can be linked to the promotion of social, environmental and economic considerations in trade.

Information on any existing Measurement and Evaluation System to assess results of Fair and Ethical trading practices.

**Evidence and/or references (Examples of supporting material):**

- Percentage of consumption considered sustainable and value distribution of trade
- Decent work (ILO) related indicator
- Impact assessment studies on supplying communities
- Surveys

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## SECTION 4

### Future initiatives

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**Q6/Guiding question:** How would winning the Award support your city's efforts in promoting fair and ethical trade?

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**Type of information to provide in an answer:**

Leading cities will receive recognition from the EC-DG Trade Award Ceremony and have an opportunity to promote leading initiatives through the award website and EC communications among other benefits.

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**Q7/Guiding question:** If you were to win the Award, what project/initiative would you consider undertaking? Why? How would you implement it?

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**Type of information to provide in an answer:**

The winning city has the opportunity to run a project with ITC guidance/contribution in a developing country with support from the EC. This will be a project that encourages cities to increase contacts with cities in developing countries.



AN INITIATIVE OF THE EUROPEAN COMMISSION

